(1015)

5/23/68

MEMORANDUM FOR: [redacted]

SUBJECT [redacted] : [redacted] Thematic and Effectiveness Data

1. As requested in your Memorandum of 14 February 1968, we have conducted a review of the [redacted] product in order to provide a breakdown of themes covered and the effectiveness of the operation. The material reviewed to compile data for the representative months of January, February, and March included the [redacted] cabled guidances; raw material produced in the [redacted] workshop based on the guidances and Press Comments; newspaper clippings of the finished product; and sample radio tapes.

2. During the three-month period covered by the review, [redacted] cables containing a total of [redacted] individual news items were sent to Santiago. [redacted]

3. The newspapers from which three months' clippings have been provided by the Station include [redacted] which principally cover the northern and southern provinces of Chile. In the tabulation of numbers of placements in these papers, we have considered political cartoons, news items, and longer editorials to be of equal value and attributable to [redacted] efforts.

4. The same material which is prepared for press placement is also aired over [redacted] national radio networks (comprising [redacted] stations of Chile's 126) and [redacted] additional Santiago stations. The Station has advised that any estimate of the size of the listening and the reading audience would be arbitrary [redacted]. It is estimated however, that a large segment of the lower working class and farmers get their news from radio since television coverage is virtually non-existent for this class and newspapers are relatively expensive.

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SECRET [redacted]

5. The target audience for [redacted] is the Chilean public at large, with material geared to the standard level of similar audiences in the U.S. Since it is "salted" into material from other sources and carried as straight news rather than rightist propaganda, it does not usually draw any measurable or heated response. [redacted]

William V. Broe
Chief
Western Hemisphere Division

Attachment

DDP/WH/[redacted] 20 May 1968
Distribution:
Orig & 1 - Addressee
1 - C/WH[redacted]
1 - C/WH[redacted]
2 - WH/[redacted]

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